

Public Broadcasting Revenue Fiscal Year 2011



Corporation
for Public
Broadcasting

401 Ninth St. NW
Washington DC 20004-2129

Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 2001 - 2011 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006****	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Corp. for Public Broadcasting* (Percent of total)	\$340,000 14.9%	\$350,000 15.3%	\$362,809 15.5%	\$377,800 15.9%	\$386,800 16.2%	\$396,000 14.6%	\$400,000 13.7%	\$393,000 13.8%	\$400,000 15.1%	\$420,000 15.5%	\$429,100 15.1%
Federal grants & contracts** (Percent of total)	\$45,185 2.0%	\$59,454 2.6%	\$91,841 3.9%	\$67,006 2.8%	\$66,005 2.8%	\$74,275 2.7%	\$79,760 2.7%	\$73,729 2.6%	\$79,027 3.0%	\$88,781 3.3%	\$82,613 2.9%
State & local tax-based*** (Percent of total)	\$593,449 26.0%	\$589,747 25.8%	\$583,350 25.0%	\$582,398 24.6%	\$590,051 24.7%	\$599,889 22.2%	\$656,127 22.4%	\$672,520 23.6%	\$655,733 24.8%	\$591,665 21.8%	\$564,972 19.9%
Private (Percent of total)	\$1,301,829 57.1%	\$1,287,904 56.3%	\$1,295,498 55.5%	\$1,343,411 56.7%	\$1,349,172 56.3%	\$1,634,555 68.2%	\$1,786,804 61.1%	\$1,710,007 60.0%	\$1,508,577 57.1%	\$1,608,210 59.4%	\$1,759,241 62.0%
Total non-federal revenue (Percent of total)	\$1,895,278 83.1%	\$1,877,651 82.1%	\$1,878,848 80.5%	\$1,925,809 81.2%	\$1,939,223 81.0%	\$2,234,444 93.3%	\$2,442,931 83.6%	\$2,382,527 83.6%	\$2,164,309 81.9%	\$2,199,874 81.2%	\$2,324,214 82.0%
Total Revenue (Percent)	\$2,280,463 100.0%	\$2,287,105 100.0%	\$2,333,498 100.0%	\$2,370,615 100.0%	\$2,392,028 100.0%	\$2,704,719 100.0%	\$2,922,690 100.0%	\$2,849,256 100.0%	\$2,643,336 100.0%	\$2,708,656 100.0%	\$2,835,927 100.0%

* Does not include Digital. In FY 2003, .65% of appropriation was withheld and later CPB received a supplemental appropriation.

** Includes the satellite replacement funds.

*** State and local tax-based sources include revenue received from state and local governments and all tax-supported colleges and universities.

**** All fiscal years 2006 and beyond include all "non-eligible" in-kind revenue that was previously not collected by CPB.

Source: Corporation for Public Broadcasting

Table 2
Public Broadcasting Revenue by Public Television and Radio System
and Source of Revenue, Fiscal Year 2010-2011

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2010	Percent of total	FY 2011	Percent of total	% Change 2010-2011
Corporation for Public Broadcasting	PB	\$420,000	15.5%	\$429,100	15.1%	2.2%
	PT	\$315,000	18.1%	\$321,825	18.1%	2.2%
	PR	\$105,000	10.9%	\$107,275	10.1%	2.2%
Federal Grants and Contracts	PB	\$88,781	3.3%	\$82,613	2.9%	-6.9%
	PT	\$80,266	4.6%	\$74,979	4.2%	-6.6%
	PR	\$8,516	0.9%	\$7,634	0.7%	-10.4%
Local Governments	PB	\$88,926	3.3%	\$93,627	3.3%	5.3%
	PT	\$77,382	4.4%	\$80,695	4.5%	4.3%
	PR	\$11,544	1.2%	\$12,932	1.2%	12.0%
State Governments	PB	\$274,418	10.1%	\$247,838	8.7%	-9.7%
	PT	\$244,548	14.0%	\$215,706	12.2%	-11.8%
	PR	\$29,870	3.1%	\$32,132	3.0%	7.6%
State Colleges and Universities	PB	\$206,893	7.6%	\$204,488	7.2%	-1.2%
	PT	\$111,693	6.4%	\$103,013	5.8%	-7.8%
	PR	\$95,200	9.9%	\$101,475	9.6%	6.6%
Other Colleges and Universities	PB	\$61,774	2.3%	\$66,738	2.4%	8.0%
	PT	\$29,454	1.7%	\$31,441	1.8%	6.7%
	PR	\$32,320	3.4%	\$35,297	3.3%	9.2%
Foundations	PB	\$196,977	7.3%	\$217,044	7.7%	10.2%
	PT	\$122,580	7.0%	\$132,599	7.5%	8.2%
	PR	\$74,398	7.7%	\$84,445	8.0%	13.5%
Business	PB	\$407,320	15.0%	\$409,216	14.4%	0.5%
	PT	\$224,596	12.9%	\$204,814	11.5%	-8.8%
	PR	\$182,724	19.0%	\$204,402	19.2%	11.9%
Subscribers	PB	\$721,190	26.6%	\$778,067	27.4%	7.9%
	PT	\$389,038	22.3%	\$408,265	23.0%	4.9%
	PR	\$332,152	34.5%	\$369,802	34.8%	11.3%
All Other	PB	\$242,376	8.9%	\$307,196	10.8%	26.7%
	PT	\$150,110	8.6%	\$200,612	11.3%	33.6%
	PR	\$92,266	9.6%	\$106,584	10.0%	15.5%
Non-Federal	PB	\$2,199,874	81.2%	\$2,324,214	82.0%	5.7%
	PT	\$1,349,400	77.3%	\$1,377,144	77.6%	2.1%
	PR	\$850,474	88.2%	\$947,069	89.2%	11.4%
Total Revenue	PB	\$2,708,656	100.0%	\$2,835,927	100.0%	4.7%
	PT	\$1,744,666	100.0%	\$1,773,948	100.0%	1.7%
	PR	\$963,990	100.0%	\$1,061,978	100.0%	10.2%

Legend: PB = public broadcasting; PT = public television; PR = public radio
Source: Corporation for Public Broadcasting

Table 3
Selected Cash Revenue and Non-Federal Financial Support* (NFFS)
for Public Television Stations, Fiscal Years 2001 - 2011

(In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
2001	\$1,805,429	\$1,216,582	\$245,317	\$363,994	4,264	\$85	20.1%
2002	\$1,925,878	\$1,155,639	\$272,358	\$360,601	4,002	\$90	18.7%
2003	\$1,871,206	\$1,129,885	\$230,546	\$365,724	3,919	\$93	19.5%
2004	\$1,773,968	\$1,134,098	\$229,054	\$366,095	3,909	\$94	20.6%
2005	\$1,782,906	\$1,128,828	\$233,742	\$369,544	3,739	\$99	20.7%
2006	\$1,861,162	\$1,145,770	\$230,657	\$412,774	3,610	\$114	22.2%
2007	\$1,991,233	\$1,226,696	\$233,047	\$414,268	3,566	\$116	20.8%
2008	\$1,991,595	\$1,245,896	\$259,425	\$430,660	3,470	\$124	21.6%
2009	\$1,778,186	\$1,125,612	\$208,847	\$397,114	3,177	\$125	22.3%
2010	\$1,700,240	\$1,010,120	\$180,610	\$384,568	3,124	\$123	22.6%
2011	\$1,772,106	\$998,698	\$171,836	\$405,178	3,111	\$130	22.9%

* Excludes volunteer values.

** All cash revenue including the portion which is excluded from NFFS.

Source: Corporation for Public Broadcasting

Table 4
Selected Cash Revenue and Non-Federal Financial Support* (NFFS)
for Public Radio Stations, Fiscal Years 2001 - 2011

(In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
2001	\$561,941	\$469,062	\$113,894	\$192,396	2,258	\$85	34.2%
2002	\$604,556	\$512,088	\$112,052	\$216,976	2,405	\$90	35.9%
2003	\$663,967	\$545,746	\$125,742	\$231,664	2,522	\$92	34.9%
2004	\$715,104	\$572,886	\$134,062	\$242,883	2,516	\$97	34.0%
2005	\$755,819	\$612,406	\$146,300	\$255,312	2,556	\$100	33.8%
2006	\$839,526	\$671,770	\$158,876	\$275,159	2,556	\$108	32.8%
2007	\$896,821	\$715,395	\$171,397	\$287,003	2,526	\$114	32.0%
2008	\$907,561	\$752,267	\$176,590	\$304,320	2,451	\$124	33.5%
2009	\$878,249	\$733,233	\$160,233	\$316,400	2,483	\$127	36.0%
2010	\$899,737	\$711,311	\$151,583	\$327,171	2,527	\$129	36.4%
2011	\$1,000,522	\$782,578	\$172,869	\$364,465	2,767	\$132	36.4%

* Excludes volunteer values.

** All cash revenue including the portion which is excluded from NFFS.

Source: Corporation for Public Broadcasting

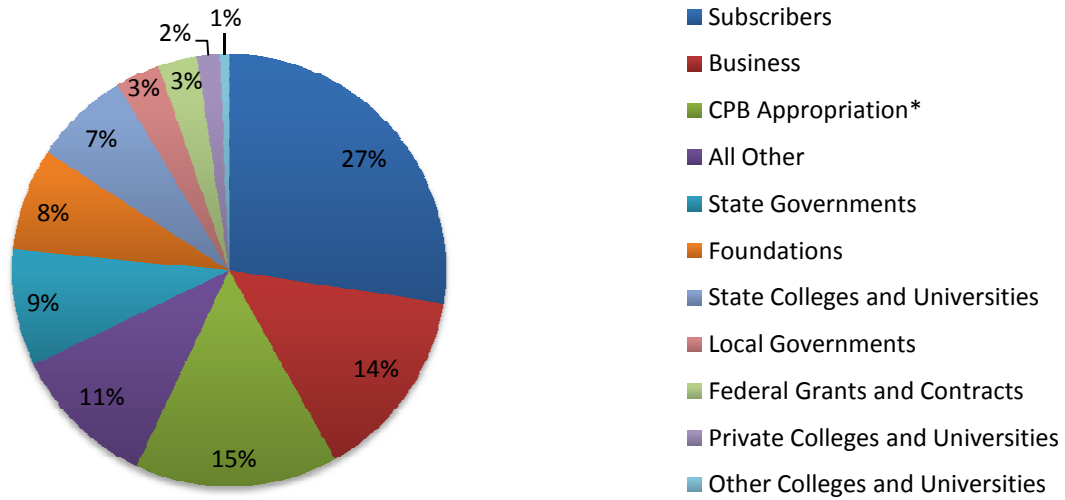
Table 5
Entrepreneurial Revenues of Public Television and Radio Stations
Fiscal Years 2001 - 2011

(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
2001	\$84,562	-45%	\$8,672	-60%
2002	\$242,576	187%	\$8,815	2%
2003	\$129,252	-47%	\$18,752	113%
2004	\$171,031	32%	\$39,476	111%
2005	\$161,878	-5%	\$28,665	-27%
2006	\$120,035	-26%	\$23,660	-18%
2007	\$153,166	28%	\$23,940	1%
2008	\$168,468	10%	\$27,199	14%
2009	\$154,521	-8%	\$29,255	8%
2010	\$143,355	-7%	\$27,439	-6%
2011	\$148,888	4%	\$38,491	40%

Source: Corporation for Public Broadcasting

Public Broadcasting Revenue by Source, FY 2011
Public Radio and Public Television
Total Revenue: \$2.8 Billion



Federal/Non-Federal	Tax/Non-Tax Based	Source of Revenue	% of Total	(In Thousands)
Non-Federal	Non-Tax Based	Subscribers	27.4%	\$778,067
Non-Federal	Non-Tax Based	Business	14.4%	\$409,216
Federal	Tax Based	CPB Appropriation*	15.1%	\$429,100
Non-Federal	Non-Tax Based	All Other	10.8%	\$307,196
Non-Federal	Tax Based	State Governments	8.7%	\$247,838
Non-Federal	Non-Tax Based	Foundations	7.7%	\$217,044
Non-Federal	Tax Based	State Colleges and Universities	7.2%	\$204,488
Non-Federal	Tax Based	Local Governments	3.3%	\$93,627
Federal	Tax Based	Federal Grants and Contracts	2.9%	\$82,613
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.7%	\$47,718
Non-Federal	Tax Based	Other Colleges and Universities	0.7%	\$19,020
Total Reportable Revenue			100%	\$2,835,927
Total Federal Revenue			18.0%	\$511,713
Total Non-Federal Revenue			82.0%	\$2,324,214
All Tax Based Revenue			38.0%	\$1,076,686
Non-Tax Based Revenue			62.0%	\$1,759,241

* Does not include separate appropriation for Digital and Interconnection.

Source: Corporation for Public Broadcasting

Glossary

Term	Definition
All Other	Revenue that can't be classified in other categories. Includes revenue from Subsidiaries, Special Fundraising Activities, Passive Income, Gains (Losses) on sales of Assets or Securities, Endowment Revenue, and Capital Campaigns.
Business	Gross revenue received from commercial stations, networks, cable companies and other for-profit entities. Includes underwriting revenue and payments for goods and services.
Corporation for Public Broadcasting	CPB Federal Appropriation
Entrepreneurial Revenue	Also known as commercial revenue. This is revenue received from commercial transactions. This amount is comprised of revenue that does not qualify as NFFS.
Federal Grants and Contracts	Funds provided by the federal government
Foundations	Revenue received from national, regional, local foundations or non-profit associations. Includes underwriting revenue and payments for goods and services. The term non-profit is used to describe any non-for-profit corporation, foundation, or association that is not a public telecommunications entity, no part of the net earnings of which inures, or may lawfully inure, to the benefit of any private shareholder or individual.
Local Governments	All grants, payments, or appropriations from local governmental agencies, including county government support.
NFFS	Non Federal Financial Support
Other Colleges and Universities	Any revenue from other tax-supported colleges and universities, including community colleges. Includes discretionary work-study funds, and any direct costs incurred or absorbed by the university specifically for the station.
State Colleges and Universities	Grants, payments or appropriations received from state colleges and universities. Includes discretionary work-study funds, and any direct costs incurred or absorbed by the university specifically for the station.
State Governments	Grants, payments or appropriations from state agencies, including state public broadcasting agencies or networks.
Subscribers	Revenue from membership, subscription contributions and friends groups.